

Everyone's Smart University

Project (Spring 2021)

Student Name	Amal Mohammed.....امال محمد	اسم الطالب
Students I.D	2021200179.....	الرقم الجامعي

Section

Master

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Advanced project Management

Instructor's Name:
Eng. Dr. Akram M. S. Ali

Communication Strategies in Vaccine Center Covid-19

1. Introduction

An outbreak of the coronavirus (COVID-19) disease was first detected in Wuhan, China, in mid-December, 2019. The disease has spread quickly, on March 11, 2020, the World Health Organization (WHO) proclaimed the novel coronavirus (COVID-19) a universal pandemic as the number of cases around the world increased, as of 19th March 2020, the figure of cases reached more than 207,000 across 141 different countries (WHO, 2020). The disease has the potential to drive huge business and operational impact on organizations and their employees. With this foundation, the vaccines keep communities healthy and save millions of lives. Vaccine prepares the body's natural defense which is known as an immune system to fight off the virus. It is critical for the Vaccine center COVID-19 in King Abdulaziz University to establish clear lines of communication with their team members. As a Communication manager, the project's goal is intended to be a living document to make all efforts that contribute to limiting the rise in injuries, as we work toward the goal of eliminating coronavirus in Saudi Arabia.

2. Literature Review

2.1 The Concept of Strategy

The concept of strategy is a term that is often loosely, vaguely, and occasionally confusingly defined (Matilla, 2007). The term strategy a portion of the concept of "strategic thinking" could be regarded as a way of combining the goals to be achieved in the long term with the decisions to be made in advance, anticipating future scenarios and possible threats from the milieu. Allegorical, strategy is the route you map out a priori and then try to follow, acting so that your decisions adapt to the goal you collect out at the start.

2.2 Communication

Communication can be defined as the process of transmitting information and joint comprehension from one individual to another (Keyton, 2011). It is the creation or interchange of thoughts, ideas, emotions, and comprehension between sender and receiver. Once a memo, letter, or e-mail has been sent, many are inclined to believe that communication has taken place. In any case, communication does not happen until information and comprehension have passed between the sender and the intended receiver. Allegorically, strategy is the route you map out a priori and then try to follow, acting so that your decisions adapt to the goal your collection out at the start.

3. Methodology

The center is using project management top practices to plan for and implement this work. We are collecting and analyzing the work requirements for a successful vaccination program and the planning team will add detail and make changes to the plan as more information becomes available. We also used project management best practices to respond to the Vaccine center COVID-19 in King Abdulaziz University's request and write this communication plan. Crucial lessons learned from the H1N1 pandemic vaccine distribution in 2009 informed our COVID-19 vaccine plan (H1N1, 2009).

4. Results and Discussion

The communication activities are founded on a collection of objectives and address relevant stakeholders in a strategic and targeted way to maximize the impact of the communication efforts. communication strategies are important during emergencies. It is more important than the center and health system team to provide clear and frequent updates to all staff members. Communications should be designed to present timely messages, in addition to information on future planning and what staff can foresee. The Communication strategies such as using layman terms and simple infographics may help lessen the team's anxiety and close Increase collaboration between them. The COVID-19 Vaccine Planning and Coordination Team has specified key initiatives to plan for and operationalize, distribute, and management of COVID-19 vaccine strategies. These include systems readiness, data, and program monitoring, allocation and prioritization, communication strategy with the team, distribution and logistics, policy and legal, provider network, vaccine administration. Below are two frameworks for our internal communications plan:

The Communication Plan 1

A communication plan helps the project 1 manager and team members to understand:

What information will be communicated, who is responsible for communicating it, when it will be communicated and updated, how it will be communicated, and how records will be kept.

PROJECT THE VACCINE COVID-19 IN KING ABDULAZIZ UNIVERSITY

Project Communication Plan 1

Project Title	The COVID19 vaccine project
Project Manager	Prof. Omar Ibrahim Saadeh
Executive Sponsor	Dr. Mahmoud Shaheen Al-Ahwal
Principal Stakeholder	Dr. Abdulrahman Obaid Al-Youbi
Date	9/3/2021

Deliverable Info (What)	Recipient (s) (Who)	Delivery Method(s) (How)	Schedule (When)	Who's Responsible? (Owner)
Project Information	Project Team	SharePoint Team Meetings Conference Calls	As needed	Project Manager
Project Status	Project Planner PMO Director	portfolio Email	By 11 Morning every Tue. By 11 Morning every Mon.	Project Manager
Agenda/Minutes	Project Team steering Committee	Email SharePoint Team meetings	Monthly	Project Manager
Timeline Update	steering Committee exec. sponsor meetings	Meetings SharePoint	As needed	Project Manager
Project Updates Action Item Status	Project Manager	Team meetings Email Conference calls	As needed	Project Team
Project Risks	WHO Exec. Sponsor project steering Committee OU Steering Committee Project Team	Risk Document Meeting Minutes	As needed	Project Manager

The Communication Plan 2

A communication plan with team members includes:

- An outline of what documents will be collected how they will be filed, and where they will be housed.
- A list of documents that will be published, outlining format and content areas, as well as the intended publication medium.
- A policy statement on how to deal with corrections and updates to published documents.

A robust and skillful communication plan will be the basis of successful COVID-19 vaccine management and uptake, and the focus should be on guaranteeing patients care.

Communication Management Plan Sample 2

Communication Type	Objective of Communication	Medium	Frequency	Audience	Owner	Deliverable
Project Team Meetings	Review status of the project with the team.	Face to Face Conference Call	As needed	Project Team	Project Manager	Agenda Meeting Minutes

5. Reference

- Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D. & Sriramesh, K. (2007)
“Defining Strategic Communication”, *International Journal of Strategic Communication*, 1, 1: pp. 3-35.
- Jamieson, D. J., Honein, M. A., Rasmussen, S. A., Williams, J. L., Swerdlow, D. L., Biggerstaff, M. S., ... & Olsen, S. J. (2009). H1N1 2009 influenza virus infection during pregnancy in the USA. *The Lancet*, 374(9688), 451-458.
- Keyton, J. (2011). *Communication and organizational culture: A key to understanding work experience*. Thousand Oaks, CA: Sage.
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